

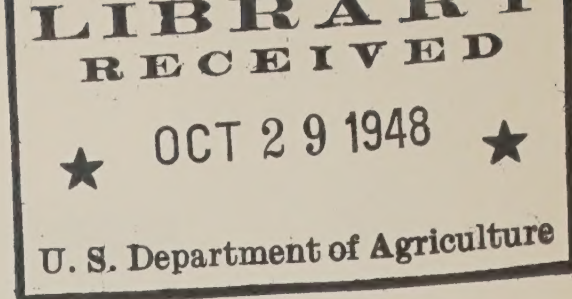
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62,97



1949

# *Reliance Gardens*

The Original Home of  
Miss Wisconsin  
Badger Beauty  
Variation  
Tralee  
Wax Model



Miss Chicago

WALTER C. KRUEGER

657 E. Washington St.

OCONOMOWOC, WISCONSIN





La Belle





Dear Glad Friend:

Again it is a pleasure to send you my 1949 list of gladiolus, which features the Krueger varieties, and which is supported by larger stocks of other fine gladiolus.

It is a privilege to thank my 1948 customers for more and larger orders, and for their expressed appreciation of both the service given, and the quality of stock received.

The 1949 list presents a few novelties and exhibition gladiolus, but the emphasis is placed on varieties with cut-flower possibilities.

Wholesale prices are gladly quoted to those who are entitled to them.

#### **BUSINESS TERMS**

Minimum order \$2.00. Retail orders are prepaid. Wholesale orders F.O.B. Oconomowoc. Overcount or extras with all retail orders. 5% cash discount on all retail orders paid for in full prior to December 15, 1948. Payment in full before shipment.

I aim to send out only healthy bulbs, true to name, and will cheerfully refund the purchase price on any order found unsatisfactory on receipt, and promptly returned; but no guarantee of growth is implied in the sale (careless usage of chemical dips and sprays make this mandatory) nor will I be responsible for the crop. All orders are placed with the above conditions accepted by the purchaser. All orders are accepted subject to stock crop and subject to prior sale.

No bulblets orders are solicited nor accepted after April 1, 1949 for spring shipment.

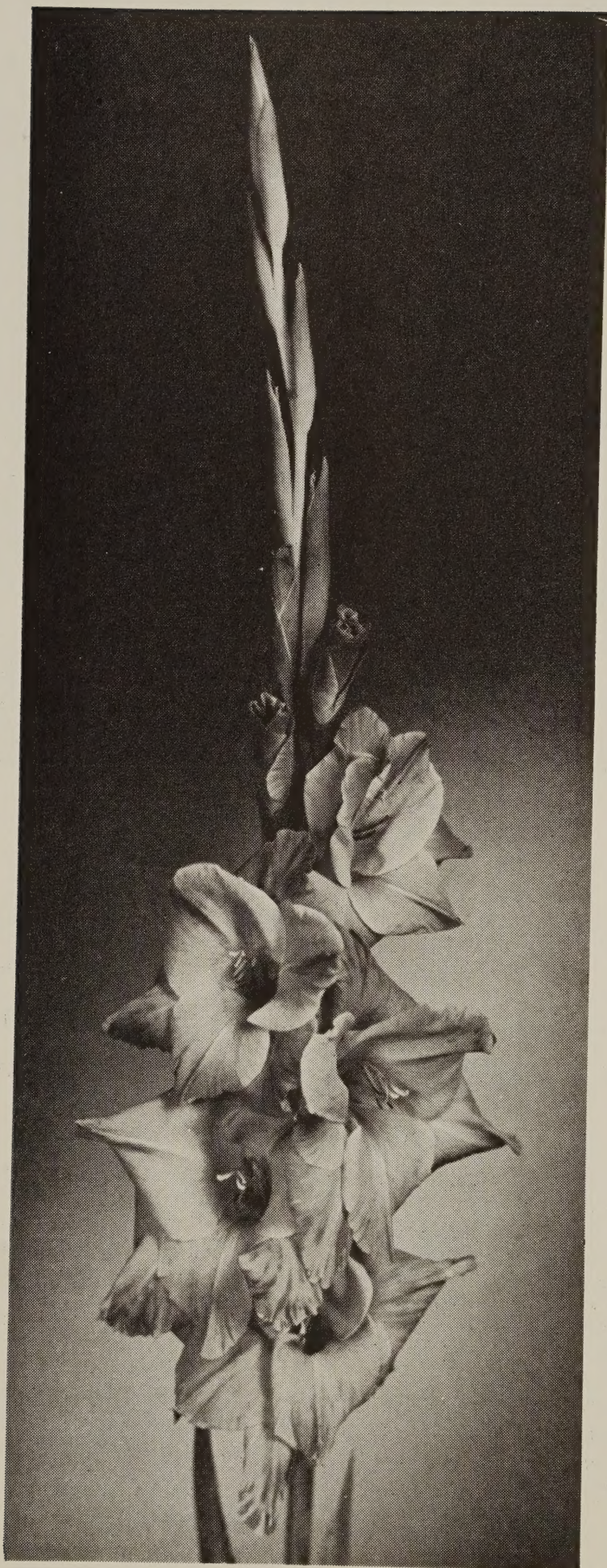
Flowers and bulbs are inspected by the State Department of Agriculture, #1297.

This price list cancels all previously published retail prices, and voids any heretofore announced prices or price policies.

Signed,

**WALTER C. KRUEGER**





Mauvie Rose



## GENERAL REMARKS

Producing and selling top quality bulbs and cut gladiolus is the only business of Reliance Gardens. Since there is no other source of income you are assured of receiving the necessary service, courtesy, and quality stock, to insure your repeat business.

Since the selection of varieties listed is one of the factors of customer satisfaction you may be certain that a business cannot afford to offer or boost inferior varieties. While opinions do not always agree, you, the customer, may depend on the fact that every variety listed is, when grown in sufficient number to form a valid conclusion, a good variety. Reliance Gardens does not offer for sale the varieties that it finds wanting in merit. They, in spite of their cost, become a cash and labor cost loss.

New varieties, the seedlings of yesterday, are added to the list after careful evaluation and testing by experts. Their opinions added to that of ours based on 18 years of seedling growing experience, 19 years of growing glads, and 9 years in cut flower production, and that of the florists, who use the product, comprise the panel of opinion that decides whether or not a seedling is worthy of introduction.

Reliance Gardens is proud of its introductions, the Krueger varieties, and its co-introductions. A few of the former are Variation, Badger Beauty, Miss Wisconsin and Dream Girl. Red Rascal, Hearts Desire and Spic & Span illustrate the latter.

It should be apparent to the reader that some good varieties of gladiolus must be dropped from the list when their price drops below a profitable price for a "one family" venture. They may be obtained from growers of larger acreage.

It is also inevitable that good varieties must be deleted from our list when an introducer, who gives us his price for our early (October) catalogue, materially lowers his price for the same variety in his own list.

The pictures in this catalogue are bon-a-fide reproductions of the variety named.

Every variety herein listed has been grown by Reliance Gardens except Serene Susan, White Magic, Siboney, and Birch Red. The judgment of the introducer is accepted in these cases as being sound.

Reliance Gardens stock is of high quality, our generosity in filling orders, a measure of our appreciation of your business, is second to none. Our service to our customers is appreciated, and our promptness in answering inquiries or sending a copy of order is considered a necessary business courtesy.

Please use the name Reliance Gardens, or street address in your correspondence, for there are three of us by the same name in this community.

We are satisfied to let others "sell the sizzle instead of the steak." Translated, we mean that we are satisfied to sell bulbs of quality and let others provide the frills of salesmanship.

It is assumed that the buyer of bulbs knows that neither a living thing nor a mechanical contrivance of man's handiwork is perfect, and that even every specimen of the best variety of gladiolus is not perfect. We of Reliance Gardens have not achieved perfection.

Symposiums of varieties may only record distribution not merit. Symposiums of variety winnings can record only the winning data of varieties received by the compiler.

Your early orders, which make for a more uniform monthly income, are much appreciated.

We make no claims to having "grown them all", but we do test more varieties than many who claim to do so.

Since we cannot know in September, the sales inducing specials or discounts of our competitors we can only assure you, that your order placed here will be filled to equal or exceed any special of our competitor friends.

## 1948 OBSERVATIONS

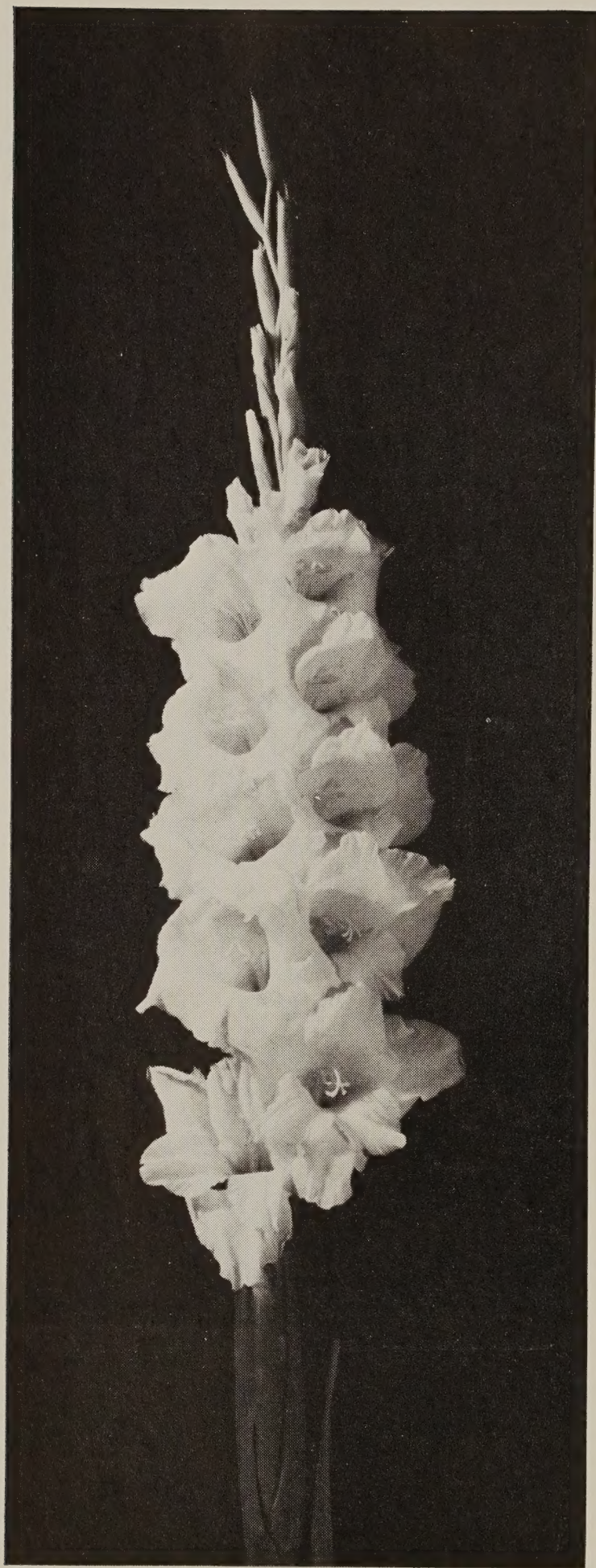
From the commercial growers point of view the variety that took the spotlight position in the "field show" was Mauvie Rose, a deep rose, and a first early variety of consistent performance, and easy growing habit. I nominate it as the best 1948 commercial introduction. Fans and exhibitors will approve of this fine Canadian introduction.

Red Cherry deserves the "runner-up" title. It is a fine scarlet, lightly ruffled. It held 10 open florets here on every spike. Its regular placement and early bloom season make it commercially important.

Golden Beauty, an early variety, with its clean golden yellow color, its early bloom season, and many open florets, after a limited trial, gives rise to much hope for it as a commercial yellow.

After growing Patrician for two years I have come to the conclusion that it is the variety offering the most serious challenge to the big four in lavenders, Minuet,





Immaculate



Badger Beauty, Eliz the Queen and Lavender Prince. Abigail, also, offers much competition for leadership. Lucky a near duplicate of Badger Beauty is also a contender in the smaller floret size group.

The rugged growing conditions of the past season brought forth additional evidence that my opinion, expressed last year, was correct, namely that Spic & Span, Tralee, Texas, White Challenge and Venida made up the "big five" of 1947. One can not help but pay tribute to these rugged performers and beautiful flowers of commercial importance.

Redwing again distinguished itself as a fine performer and superb spiker. Considering year of introduction it deserves the rank of "right behind" Mauvie Rose in commercial importance. Hiawatha deserves mention in this honor roll comment series.

A new "blue" is always news, and Blue Bonnet, of medium shade and red blotch, is both attractive and consistent in performance.

Evangeline, Deborah Sampson and Phantom Beauty constitute a fine trio in almost the same shade of pale pink. Evangeline is a bit the larger of flower. Phantom Beauty the most ruffled. Deborah Sampson with its recurved floret offers a charm of its own, though both of its competitors will open more florets at one time. Each of the three is a fine introduction.

Hearts Desire earned its spurs here this past season, and I can heartily recommend this beautiful pink as a top exhibition and commercial variety.

Hiho, intense pink with a large white throat area, distinguished itself with its performance here.

Two white gladiolus appeared to offer strong competition to Annamae. They are Silver Court and White Wings.

Noteworthy for earliness is June Day, a variety of easy growing habit.

Sun Spot deserves mention for its trait of opening many florets and for its fine holding power.

Dream Girl must like its acid home soil. In the "Sahara conditions" of '48 it spiked a foot higher than any competitor save Ogarita. What a glad!

Glads that have been named most resistant to Florida growing conditions include Diane, Spic & Span, Tarawa, Pink Charm, and Miss Wisconsin.

Fuchsia Queen appeared to be a fine commercial variety.

Tivoli and Truelove seem unstopable as fine cut flower greats. Treasure Island has rare beauty and may with further testing give competition to the other two mentioned.

Miss Wisconsin is in a class by itself in rose as Lancaster is in the purple color class.

Elaine with a color like Aladdin is a fine introduction.

Klondike is noteworthy for its fine color.

From an exhibitors and fanciers point of view the following are exceptionally important, Redwing, Gold Medal, Hearts Desire, Red Cherry, Golden Beauty, Boise Belle and Connecticut Yankee.

The most beautiful colored variety is Miss Chicago.

To save space added comments have been grouped into summaries designed to be of real help to buyers.

#### **Best new commercial prospects:**

Golden Beauty, Hearts Desire, Kelsey, Mauvie Rose, Miss Chicago, Patrician, Red Cherry, Redwing, Spic & Span, Sun Spot, Texas, Tivoli, Tralee, Venida, Wax Model, White Challenge.

#### **Best bets for exhibitions wins:**

Boise Belle, Connecticut Yankee, Gold Medal, Golden Beauty, Hearts Desire, Hiho, Lancaster, Miss Chicago, Queen Charlotte, Red Cherry, Redwing, Spic & Span, Sun Spot and Tivoli.

#### **Varieties florists like to receive:**

Connecticut Yankee, Dieppe, Dream Girl, Mauvie Rose, Miss Chicago, Miss Wisconsin, Spic & Span, Spotlight, Tivoli, Tralee, Variation, Venida, White Challenge.

#### **Best potential parents:**

Bonnie Jeane, Miss Chicago, Miss Wisconsin, Queen Charlotte, Reliant, White Challenge.

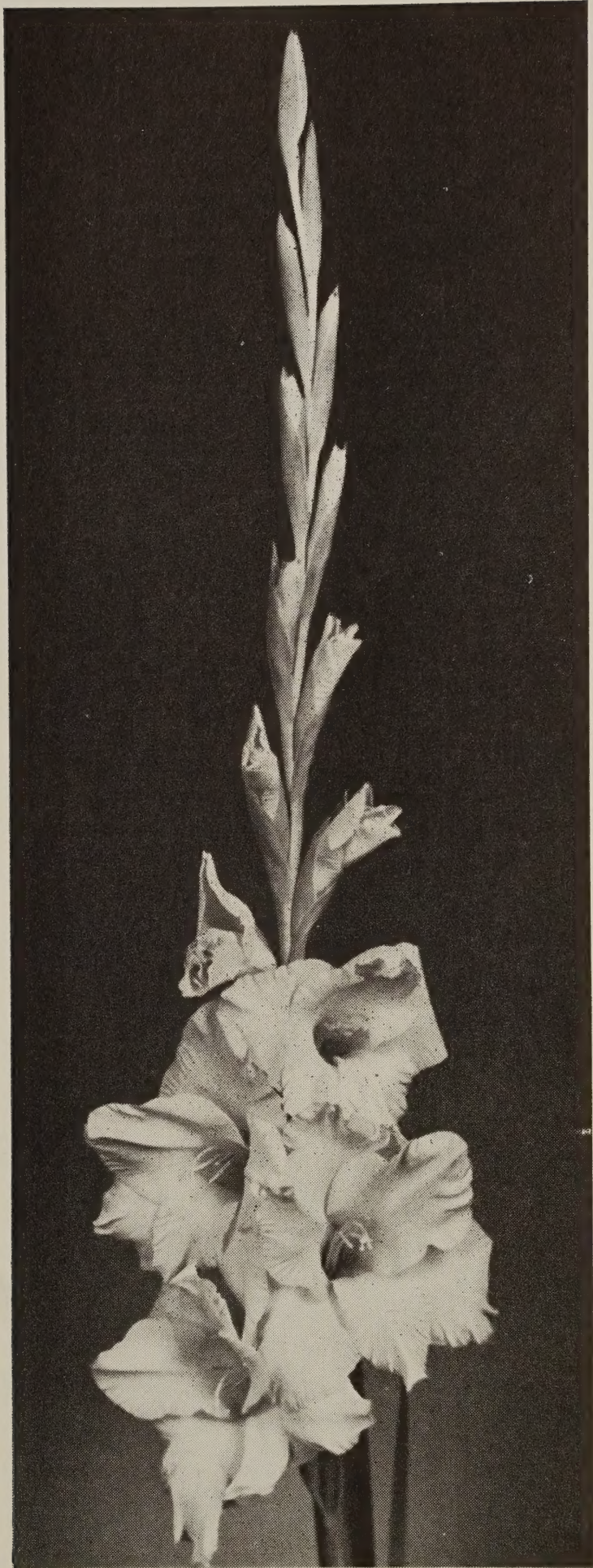
#### **Most open florets:**

Golden Beauty, Miss Chicago, Queen Charlotte, Red Cherry, Redwing, Spic & Span, Sun Spot.

#### **"Waterless Wonders":**

Dream Girl, Spic & Span, Texas, Tralee, Venida, White Challenge.





Gold Medal



**Earliest:**

Donella, Golden Beauty, June Day, Mauvie Rose, Red Cherry.

**Most beautiful:**

Miss Chicago, Miss Wisconsin, Spic & Span, Tivoli.

**Most exciting new varieties:**

Gold Medal, Hearts Desire, Miss Chicago, Red Cherry, Redwing.

**Most ruffled:**

Bonnie Jeane, Stephanie, White Christmas, White Goddess.

## 1949 INTRODUCTIONS

**LA BELLE, (Krueger '49) 406 size color class**

Dignity, beauty, and charm, characterize cream white La Belle, which offers utility as well as beauty to buyers, and places it above the rank of just another introduction.

The vigorous plants of La Belle grow to a height of 26" which allows of a low cut without foliage loss. The spikes attain a height of 54" (field culture) and carry good stems and flower heads with 20 buds and 6 open florets of five inch size.

The florets are heavily ruffled and very securely attached, a necessity for a commercial variety. La Belle opens better in water than most ruffled varieties. The heavy textured florets are of a uniform cream white with the inner throat petals revealing a deeper cream coloration. There is no detracting deep throat color to mar its beauty.

La Belle is an easy grower, and a consistent spiker, and a generous producer of bulblets which germinate readily, and which produce the most vigorous bulblet plants of any variety known to me.

Its health record puts La Belle in the class of "top introductions". It has shown no leaf spot susceptibility, nor mosaic, nor any rot weakness.

Reliance Gardens has no hesitancy in introducing La Belle without a show record. It was not planted for show dates, and bloomed too soon for competition. (It blooms in mid season). (Miss Wisconsin, Tralee and Wax Model were all introduced without a seedling show record).

It would be a pleasure to send (on a loan basis) a colored picture or print of La Belle for your inspection.

**Price each bulb; Large \$4.00; Med. \$3.00; Small \$2.00; bulblets, 50c each or 10 for \$4.00**

**MISS CHICAGO (Paul Buchheit '49) formerly seedling #1944-x. 560 size color class.**

When I first saw the distinctive lavender rose seedling of Mr. Paul D. Buchheit of Chicago, as a seedling entry at Garfield Park in 1945, I arranged for a test lot for 1946 growing. It did so well here that I purchased the entire stock, which has been grown and propagated here at Reliance Gardens in 1947 and 1948.

Miss Chicago has a color of its own, rose with a lavender cast. Its inverted yellow crescent throat mark adds to its distinctiveness. The large 6" florets, of which 8 or 10 open at one time, in a formal arrangement, make a very imposing spike, one that is easily remembered. It carries about 20 buds to the spike.

The plant characteristics are like those of its grandmother, Minuet, except that the plants are taller and more vigorous. Its bulbs are like those of its illustrious relation. Miss Chicago blooms in late midseason, and it is healthy.

Miss Chicago is the most distinctive and most usable color for floral arrangements of any gladiolus offered for sale in many a year. We have been advised by several florists to retain this variety for exclusive cut flower production. We shall share it.

Miss Chicago, fortunately, is not a fast propagator. It is a conservative producer of bulblets which germinate readily, and often bloom.

Kodaslide of Miss Chicago are available for inspection on a loan basis.

Every entry of Miss Chicago placed in competition by Reliance Gardens was a winner. Its record discloses judges approval.

1st and champion single spike seedling, Kankakee, Ill. '48

Champion seedling, Kankakee, Ill. '48

1st as both single and 3 spike seedling, Madison, Wis. '48

1st and Champion 3 spike seedling, W.G.S. Kohler, Wis. '48

1st in variety competition, 1st as seedling, champion 3 spike seedling, and American

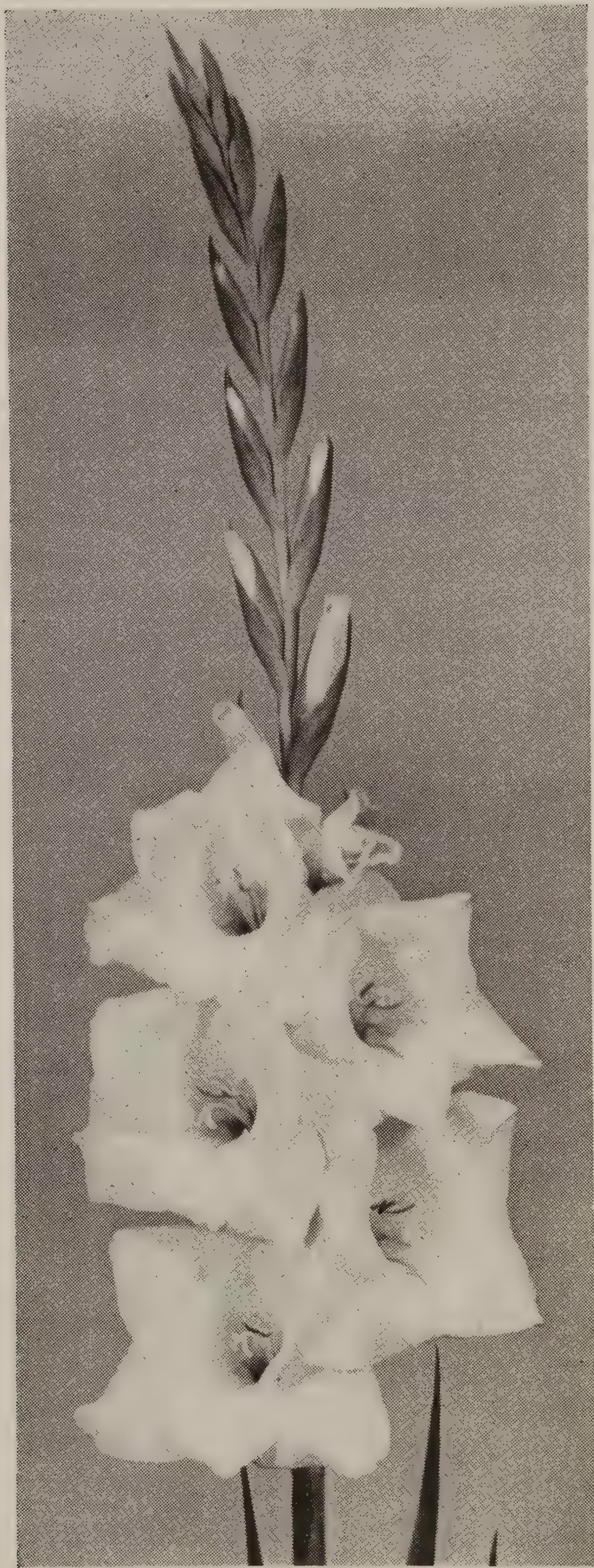
Home Achievement Award winner, Garfield Park, Ill. '48

1st Prospect Heights, Ill. '48

Miss Chicago is being offered for sale as given below and shall be withdrawn from sale without notice when the predetermined stock is sold.

**Price each bulb; Large \$5.00; Med. \$4.00; Small \$3.00; No bulblets offered for sale.**





Wax Model



# 1949 CO-INTRODUCTIONS

## CYNTHIA (Graff '49)

410

Cynthia is a light to medium yellow that opens seven florets of  $4\frac{3}{4}$ " size at one time, with four or more buds, of a 20 total, showing color.

Earliness and purity of color are the virtues of Cynthia that are first observed, but regularity of performance, health, and good propagation, soon become apparent to a grower.

Under field culture Cynthia grew to a height of 50". The plants produced good cutting spikes with 22" flowerheads.

The keeping qualities, and opening qualities of this slightly frilled yellow were very good.

**Price for any size bulb, \$5.00; any sized bulb and 5 bulblets, \$10.00.**

## ELAINE (Pennington '49)

432

A vivid deep salmon commercial gladiolus has been desired for some time. Elaine, grown here at Reliance Gardens under test appealed to me very much both because of its own beauty and because of a need for its sparkling color. It withstood the drought and heat very well.

Elaine grows to a height of 50" from plants which allow of a low cut, and makes nice spikes that carry 17 or more buds with 6 or 7 open florets of near 5" size.

Elaine is a beautiful gladiolus.

**Price each bulb, Large \$4.00; Med. \$3.50; Small \$3.00; (10 bulblets and 1 large bulb \$8.00)**

## Immaculate (Carlson-Puerner '49)

400

(Picardy x Maid of Orleans) x Mary Elizabeth

### Introducer's Description

A refined white with very light yellow cast in throat. Florets  $4\frac{1}{2}$ " heavily ruffled. Substance very heavy. Excellent formal placement. Compact flower head. Ideal for florists design work. Grows perfectly straight and attains height of 56-60 inches.

Produces moderate number of uniform sized bulblets which germinate perfectly and grow vigorously to make fine bulbs.

Immaculate could easily be our finest gladiolus except that it does have some faults. It needs good culture to attain height and large, old bulbs will split. Due to its heavy ruffling it takes longer to open its florets and the bud sheaths will burn in extreme heat because of this.

Recommended for the connoisseur and exhibition grower. Limited as a commercial to ideal growing conditions.

**Price, 1 bulb any size and 10 bulblets, \$3.50**

## SERENE SUSAN (Kaylor '49)

500

From the introducer of Mt. Index comes Serene Susan, whiter than the former, and with a more creamy throat. The florets, it is said, are extremely large up to 7".

Serene Susan blooms in about the same early season as its seed parents, Mt. Index.

My notice was attracted to Serene Susan by the Legion Trial Garden report of Mr. Lins of Spring Green, Wisconsin, and it is offered on acceptance of his and Mr. Kaylor's judgment of a worthy introduction.

**Price per each bulb, Large \$3.00; Med. \$2.25; Small \$1.50; bulblets 25c each, 10 for \$2.25**





Hearts Desire



# GENERAL LIST

See prices on the inside back cover.

The continuation of the first line following the name of the variety gives in order the following information: originator or originator and introducer, year of introduction, and size and color code numbers.

Medium size florets are in the 300 series; large florets in the 400 series; giant florets in the 500 series. Smaller sized flowers are not listed herein.

Well known varieties are listed separately following this general list without color descriptions.

**ABIGAIL (Myers-Milo '46)**

466

A very fine lavender of vigorous growth. It is of the same fine lavender shade as Minuet, with a throat marking like that variety. Abigail blooms in Mid-early season and opens 8 florets at one time. It increases very satisfactorily. It is a variety of great promise in a color class that needs added varieties of merit, particularly those that grow tall.

**ASTRID (Jack-Gove '46)**

462

A very desirable rose of fine color values. Its ruffling adds to its beauty. Astrid blooms in early mid-season from plants of average height. A basket or vase of this variety is truly beautiful.

**BEAUTY'S BLUSH (Fischer '47)**

440

The first spikes of Beauty's Blush that I saw at the Garfield Park show in 1946 caused me to note it for purchase. A fine variety for the color conscious fan. It should be classed as cream.

**BIRCH RED (Rich '45)**

552

A large flower, deep red, with a fine color sheen that will find its way to success, in shop, field, and show, on its fine qualities.

**BLUE BONNET (Beardmore '48)**

576

A recital of the color combination, medium to pale blue, with a rosy red throat mark does not seem exciting, but the purity of color and the fine saturation of its colors combined with its large sized and regularly placed florets make it a beauty. It is a worth while variety.

**BLUE ICE (Butt '45)**

576

One, if not the only one, of the violets that can produce a 6" floret. Blue Ice is a light violet with a small cream blotch and a pale yellow crescent, that grows tall and produces spikes of 60" height which carry 6 open florets. Its color is presented as an infusion of bluish particles in a light colored floret substance. It is consistent in performance here.

**BLUE LAGOON (Snyder '46)**

478

A medium violet of cup shaped florets that grows very tall and which propagates rapidly. It will exceed the leading "blue" in adverse growing conditions (inadequate moisture) and for that reason Blue Lagoon is of commercial importance. Its bulbs are healthy. Cup shaped florets.

**BOISE BELLE (Roberts '48)**

343

Boise Belle offers a new color arrangement, that of a cream yellow florets with a pink halo of sharp marginal line. A basket of this variety with its many open florets would delight any fan or florist. It should win handily.

**COLOR MARVEL (Krueger '46)**

310

Florists select Color Marvel out of a group of cut glads quickly. The unusual blend of orange, pink, and orange is attractive, and desirable for certain types of floral work. Because of its size it does not receive the approval of the typical glad fan. Its fine habits make it a very fine variety.

**CONNECTICUT YANKEE (Schenetsky '44)**

441

Back in the limelight with a championship is superb Connecticut Yankee, a fine pink with a sharp blotch. It builds impressive spikes with 8 or more florets open at one time. It will be grown for many years because of its quality. Its floret placement is precise.



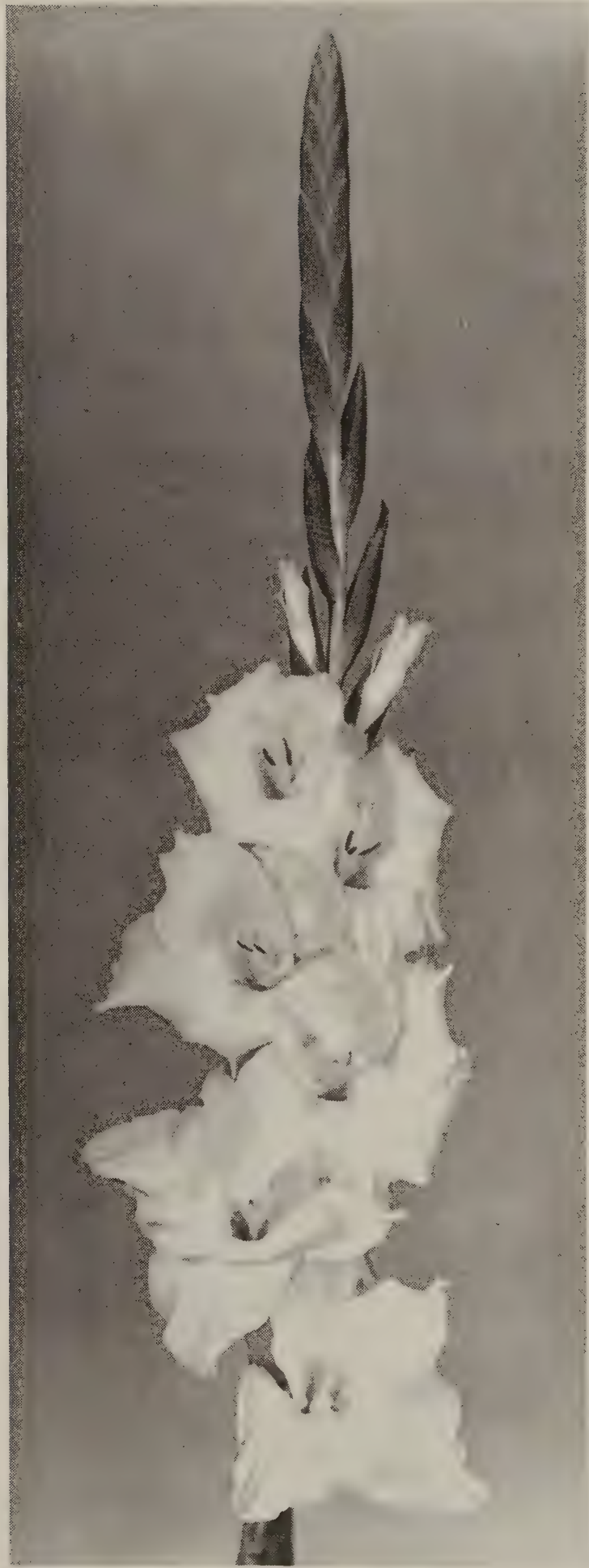


Dream Girl



- DAISY MAE (Lins-Ruble '45)** 441  
Orange salmon Daisy Mae with its deeper blotch has won many friends. It receives praise as a strong dependable grower.
- DEBORAH SAMPSON (Scheer '47)** 440  
The stately spikes of tall Deborah Sampson, with its many open recurved florets are very impressive. It appears to have the necessary good growing habits of a worthy variety. It made a very fine impression here.
- DIEPPE (Hassel '45)** 452  
Fiery salmon scarlet Dieppe with its unique floret shape seems to be headed for commercial success. It is a fine variety in a needed color class. The spikes are big and attractive. It blooms in mid-season. It is a fine commercial variety.
- DONELLA (Wright '47)** 340  
Noteworthy for its early bloom season and fine holding power after being cut makes Donella an important variety. Since it does not attain average height it will require moderate moisture to give satisfaction.
- DREAM GIRL (Krueger '45)** 460  
In a class by itself as a spike maker under all conditions, and from all bulb sizes. Only Spic & Span and Tralee give it competition in this respect. Dream Girl opens 8 pale rose florets with a harmonizing rose blotch of small size. Florists desire the long tapering ribbons of color. It is improving as a propagator, and may yet achieve commercial recommendation.
- EVANGELINE (Palmer-Gove '48)** 540  
A beautiful light to pale pink with shades of apricot (not rose) that can, when well grown, take championship honors, because of its many (10-12) open florets. It is said to be resistant to Florida plant and bulb pests. Stock supplied will be that of the introducer.
- FABULOUS (LaSalle-Arenius '46)** 443  
The florets of Fabulous are of salmon hue and have a cream blotch on which is superimposed a deeper pink crescent. Its habits are very acceptable.
- FLORENCE NIGHTINGALE (Harris '47)** 400  
From small stock this white with two inoffensive throat marks gave a satisfactory performance. Its below the ground performance is not known at this writing. Florence Nightingale received much praise from eastern growers last year.
- FUCHSIA QUEEN (Vavrous '47)** 470  
The tall straight spikes of Fuchsia Queen made it certain that it is a fine basket glad of commercial growing qualities. Its near purple color is very satisfactory.
- GOLD MEDAL (Beardmore-Krueger '48)** 516  
A giant buff yellow that is an exciting exhibition variety. This mid-early gladiolus is one of the tallest glads grown. Its wide open, waved florets add much to its beauty. Large bulb spikes far exceed those from the smaller sizes. It should be cut in near bud. A complete sell-out precluded any possibility of adding to its show record. It will sell out again.
- GOLDEN ARROW (Pruitt '47)** 510  
A smooth medium to pale yellow with little or no detracting marks in the throat. It has a good western record and many endorsers in the mid-west. It appears to be an excellent yellow variety.
- GOLDEN BEAUTY (Coates '47)** 510  
The largest clear medium to dark yellow to bloom in early season. The tall spikes carried 18 buds of which eight 4 $\frac{1}{4}$ " florets opened at one time. It has a strong stem and excellent attachment. Golden Beauty is one of the new ones that deserves especial recommendation.
- GOLDEN DRAGON (Snyder '47)** 410  
The tallest light yellow and one that carries the most buds. It has a good reputation in Michigan.
- HEARTS DESIRE (Fiedler-Puerner '48)** 540  
Performance from bulbs and bulblets makes it easy to recommend Hearts Desire to the fan and to the commercial grower. The fine color, heavy ruffling of this





Reliant



mid-season glad aid in making imposing spikes. It won as best recent introduction Binghamton '48.

**HIAWATHA (H. Beardmore-Graff '47) 436**

Soft Scarlet Hiawatha is a beautiful glad. It won its exhibition spurs at Cleveland in 1946. To date both its color and performance give promise of commercial acceptance. Hiawatha will open 6 to 7 florets at one time.

**HIHO (Knight '48) 540**

This tall descendent of Ogarita with its vivid pink color and large cream white inner floret areas did very well here from all sizes of stock. Bulblet bloom exceeded that of many varieties grown from large bulbs. A mid-season variety of real merit.

**INTRUDER (Graff '44) 550**

A spike of this fine red with 8 or more open florets is really an "attention getter". Intruder blooms in mid-season, and it has won its share of ribbons including major honors.

**JUNE DAY (Roberts '46) 441**

With Donella, June Day is one of the earliest glads to bloom. June Day is a pink with a small cherry blotch. It grows to good height both from bulbs and from bulblets. There is little doubt that June Day is an important commercial gladiolus, and a fine variety for the fan.

**KELSEY (Yates-Ruehr '46) 530**

Picardy with a creamy white throat with no other markings characterizes this fine sport. Its habits are identical to those of Picardy, which makes it a fine variety. A basket of Kelsey at Kankakee, Ill. was very impressive.

**KLONDIKE (Snyder '47) 412**

The deep yellow bordering on orange yellow color of Klondike is not its only virtue. Regular performance and easy propagation make it a fine glad. It is a tall variety. Florists will approve of it.

**LADY ANNE (Buchanan '47) 500**

A very large white with a small yellow throat area. It is quite ruffled. Lady Anne is a very beautiful variety that should be a winner at the shows.

**LADY WAYNE (Deam '48) 530**

The color tone of Lady Wayne is less apricot and less pink than any variety classed as salmon. The florets are well attached, and the flowers are "hard". Lady Wayne will bid for favor from fanciers and commercial growers.

**LANCASTER (Palmer-Gove '44) 470**

The truest purple coloring of any gladiolus belongs to Lancaster. The tall spikes of it with 8 open florets make fine exhibition spikes. Every show exhibitor should have Lancaster.

**LUCKY (Jack-Gove '47) 366**

A clean lavender with a creamy white throat of about the size and color of Badger Beauty. It blooms in early season.

**MARION PEARL (Benedict '43) 532**

The giant warm salmon tones of Marion Pearl with the precise placement of its 6 to 8 open florets are beautiful, and a "must" variety for the exhibitor. Scarcity of stock has prevented a wide distribution of it.

**MAUVIE ROSE (Wesselman '48) 462**

After growing Mauvie Rose as a seedling in the summer of 1947, and again in greater numbers after a futile offer to purchase it, I have no hesitancy in recommending it as the most important commercial introduction of 1948 because of its rose color, fine habit and extra early bloom season. The outer petals are deep rose, and the inner petals blend into mauve. It makes a satisfactory but conservative spike that carry 5 open  $4\frac{3}{4}$ " florets.

**MINSTREL (Palmer-Gove '44) 566**

The largest lavender, and for that reason much in demand by exhibitors and fans. Minstrel blooms in mid-late season from short plants that produce good flower heads.

**MISS WISCONSIN (Krueger '43) 460**

A variety that enjoys the distinction of being in a class by itself as to color tone. The fine rose colored florets are sought for by florists. Heavy demand annually





Redwing



depletes existing stock. It is a consistent performer. It opens up to 8 florets at one time. Miss Wisconsin won Grand Champion honors at the Wisconsin show '47. Miss Wisconsin is exceptionally well liked by florists. It has a fine health record generally and in Florida.

**MORNING STAR (Van Prooyen '48) 500**

On several occasions the superlative spikes of this white sport of Picardy have by the efforts of the introducer graced the show tables at mid-west shows. Since it is a Picardy sport its habits and traits are known. A fine variety.

**MYRNA FAY (Lines '46) 466**

The fact that Myrna Fay blooms in early season, and that it makes fine spikes make it important in the lavender color class. In spite of its flecking tendency, it has found favor with some growers, and it should please the ribbon minded fan.

**OCTOBER SUNSHINE (Quackenbush '47) 420**

Blends of yellow and orange are beautiful, and so is appropriately named October Sunshine. It appears that October Sunshine will deserve commercial rating. It is a mid-early variety of fine habit.

**ORANGE GOLD (Marshall '45) 420**

One of the most vigorous plants in the glad world. Orange Gold has a deep orange color with a yellow throat. It is very showy and the color is liked by florists. A basket of it gets attention at once. Even though the bulblets are difficult to germinate, it is a top commercial variety. It is early.

**ORIENTAL PEARL (Carlson-Puerner '46) 506**

The giant pearly cream color of Oriental Pearl is distinctive, and the five open giant florets cover a wide area. It has appeared at several shows and did its share of winning.

**PATRICIAN (Scheer '47) 566**

With two years of growing experience as a basis for my opinion, I believe Patrician to be the best new commercial lavender. It makes very large florets of fine color with a very faint flecking under some conditions. My stock is, and has been healthy and clean.

**PERSONALITY (Butt '47) 560**

The particular virtue of Personality is the formation of giant florets (7 open) of fine keeping qualities. The color is of a subdued shade of rose. The plants grow to better than average height. It appears to a fine variety.

**PHANTOM BEAUTY (Bastian '47) 440**

Precision spikes with precision placement are traits of blush pink Phantom Beauty which have given it Championships. The variety opens up to 10 florets at one time. It is a variety of great promise. Glad fans will approve of it.

**PIONEER (LaSalle-Arenius '45) 532**

Big, bold Pioneer with its giant florets of deep salmon with yellow centers and 8 open florets, is a superb variety. It will be grown commercially, for its habits are desirable.

**QUEEN CHARLOTTE**

It appears as if Queen Charlotte should capture many 300 size championships for its fine form spikes with 10 to 12 open florets are capable of it. Queen Charlotte is excellent material for the hybridist. A few hours of sunshine on the spike fades out the green cast of its florets.

**RED CHERRY (Roberts '46) 450**

Consistency of placement, fine spikes, nice ruffling, and the many open florets (10) of this fine scarlet-red, together with its early bloom season made it rank "tops" in competition with all the newcomers to my planting. A great glad for the "show boys" and the trade. Highly recommended.

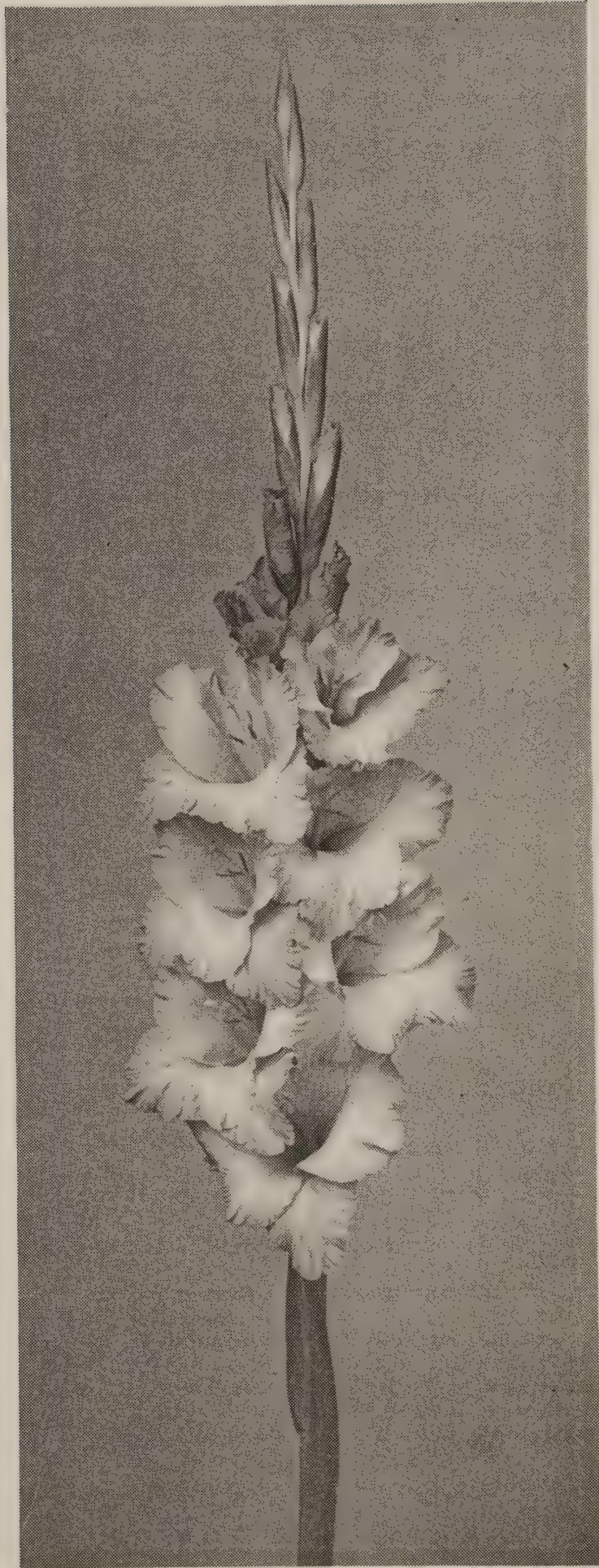
**RED RASCAL (Graff '45) 550**

The bright red ruffled florets of Red Rascal and the fine spikes that it produces make it a fine variety. It is a tall grower that blooms in mid-season from tall plants. It increases satisfactorily.

**REDWING (Wright-Graff '48) 536**

To its past record here as a fine spiker and a fine vibrant color, Redwing added fine healthy bulblet growth, and it repeated its production of fine spikes. Redwing





Spic & Span



is an excellent commercial and show glad that blooms in mid-season. It opens up to 9 florets at one time.

**MRS. R. G. ERREY (Errey)**

A tall dark red of fine color sheen with many open florets. R. G. Errey is a fine exhibition variety.

**RELIANT (Krueger '48)**

500

The giant of glad plants, with water the giant of spike and floret. Reliant is at its best in the adequate rainfall of September, apparently to harmonize with its late bloom season. This white is real stud material for the plant breeder, and a dandy to impress the neighbors and friends. In more southerly areas it will appear at the shows with credit.

**RUBY RED (Young-Ruehr '46)**

452

A deep red of fine color values that presents, in early mid-season, its fine bloom. It is a fine gladiolus.

**SIBONEY (Allen '48)**

566

A giant lavender, a bit darker in color than "the Queen". It makes fine spikes with long flowerheads. It is highly endorsed.

**SILVER COURT (Lens '48)**

400

If you are looking for a blemish color in this fine white, you will have to look hard and long. It is white. Silver Court made a fine impression here at Reliance Gardens. It is an early variety of importance.

**SIOUX CITY SUE (Ayers '47)**

462

The durable, well attached florets of rose red (deep tones) of Sioux City Sue on their good spikes, particularly beautiful in weak or artificial light, are appealing. It has a fine record in its home state.

**SILVER WINGS (Ritsema- Graff '45)**

500

Silvery cream white Silver Wings with lightly ruffled florets is capable of making stunning spikes. Its habits are like Picardy, the variety from which it sported, though it makes smaller and a greater number of bulblets.

**SPIC & SPAN (Carlson-Puerner '46)**

432

A basket of this fine ruffled pink with its "gun barrel" spikes which carry 8 open florets and much bud color is as spectacular as its performance. It is a great commercial variety everywhere. Its record of important awards is a long and enviable one. It does well in Florida. Highly recommended.

**SPELLBOUND (Lins '47)**

442

The color of Spellbound is like that of the older Heritage, fine lively pink with a small creamy white center, though the two varieties are not related. Spellbound is spectacular with its 8 open florets, though not a tall grower.

**SPOTLIGHT (Palmer-Gove '44)**

413

The yellow that is deservedly in heavy demand because of its sharp color contrast, medium yellow with a small scarlet blotch, and because of its fine habits. Spotlight is a tall growing variety. It is a fine commercial variety.

**SPUN GOLD (Palmer-Gove '47)**

312

The virtues of Spun Gold escaped me last year, but they were easily observed this past summer. It is a fine spike maker, with well attached florets of excellent substance, of a deep yellow color. Spun Gold is a fine variety.

**STEPHANIE (Chase '47)**

530

The tri-color combination of cream white inner areas of the floret, yellow throat petals and a pink halo accentuated by heavy ruffling makes Stephanie an extremely beautiful variety. A loose attachment precludes commercial rating, but fans will admire it.

**SUMMER GAL (Zimmer-Graff '44)**

542

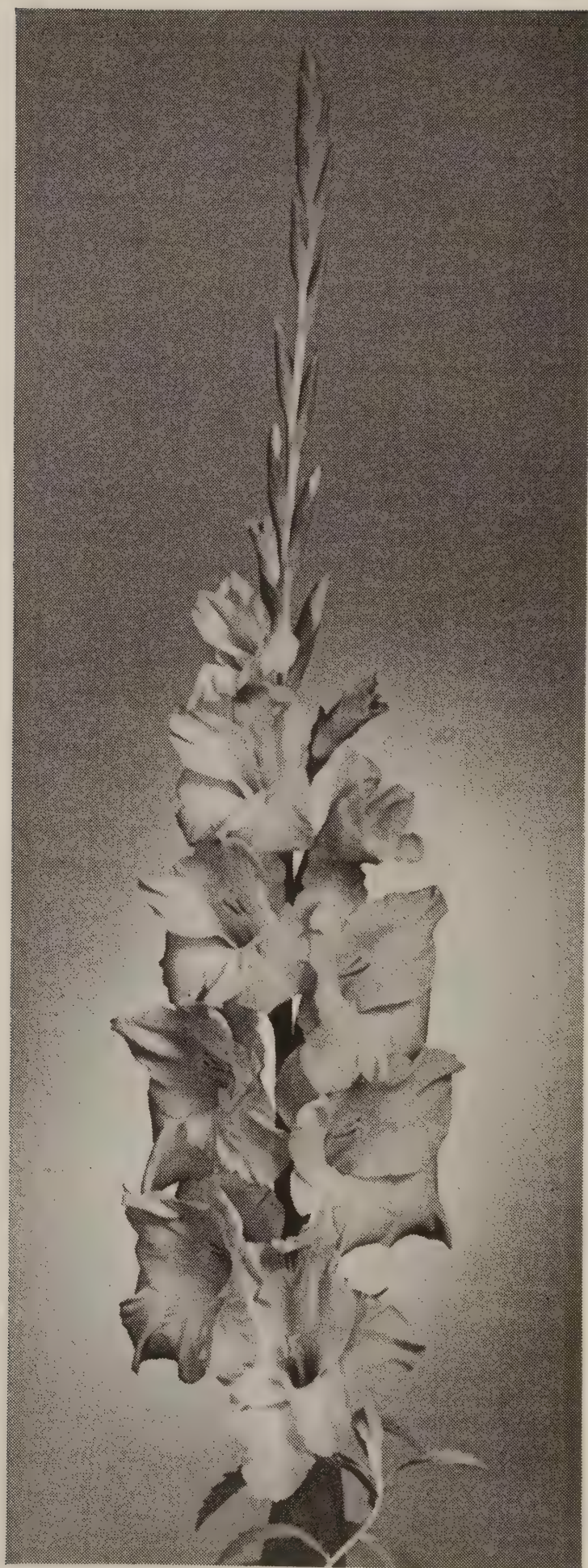
The fine deep pink florets of Summer Gal on spikes that carry 8 open are usually of exhibition caliber. It is a mid-late variety. Florists like its color.

**SUN SPOT (Roberts '45)**

417

Sun Spot won national recognition at Binghamton in '47. Its durability and propensity for holding many open florets, and its consistent performance appealed to me. Ribbon gatherers and florists will like Sun Spot. Its bright small blotch is appealing. It blooms in early mid-season.





Tralee



- TAHLEHNEKA** (Miller-Kaylor '42) 412  
A tall growing medium yellow with a light influence of green that is not too conspicuous. It opens 6 florets on a good spike.
- TARAWA** (Palmer-Gove '46) 436  
Fiery scarlet with cream spears and 8 open florets in formal arrangement make Tarawa with its imposing spikes a very fine exhibition variety. Its bulb habits coupled with bloom traits make it a variety of commercial promise.
- TEXAS** (Buchanan-Bork '47) 500  
Earliness bud cut opening qualities, and other fine habits make Texas a very promising commercial. Its color is creamy white with a creamy center. The florets are of giant proportions, and good attachment. It is a tall variety. Recommended as a commercial and exhibition variety.
- TIVOLI** (Van Konnynenberg '46) 442  
One of the pleasant surprises of the season was Tivoli with the much needed pink color like that of the older Coryphee, a beautiful warm toned pure pink. Tivoli opens up to 8 florets at one time. It is a fine commercial.
- TOPFLIGHT** (LaSalle-Arenius '46) 460  
The sharp rose pink of Topflight easily attracts attention. Its fine color and its habit of opening many florets outweigh its fault of lack of "tip finish". Foliage of Topflight ripens early.
- TRALEE** (Krueger '47) 460  
A spike maker from all bulb sizes, and under all conditions. Its distinctive silvery rose color, its trait of opening 8 or more florets, good propagation and consistent performance, and its early bloom season make it a great commercial. The number of open spikes will not exceed the crooks of other commercials in number, and florists approve of it. Highly recommended. It is an early variety that does not fleck.
- TREASURE ISLAND** (Lins '47) 542  
A beautiful blend of pink and lavender pink tones. Growers have a high regard for this fine pink. Treasure Island is a variety of real merit.
- TROCADERO** (Lins '46) 422  
Salmon scarlet Trocadero has already won favor both for its color and fine performance. Its color rival is but one, Dieppe.
- TROJAN** (Snyder '47)  
A deep pink of good height and a variety that increases very rapidly. It blooms in late mid-season.
- TRUELOVE** (Klein '45) 440  
The soft colors of pale but bright pink Truelove with its cream white floret centers, regular performance, and early bloom habit make it an excellent variety. Truelove will reach success as a commercial variety, and it will please the fan and exhibitor.
- VENIDA** (Milo '47) 460  
A fine future is predicted for bold blotched Venida—rose with a large creamy white center. It opens 8 florets at one time. It achieves its maximum color effect when several spikes are together in a basket or vase. Venida is an excellent variety.
- WAX MODEL** (Krueger '46) 400  
Give the florist an opportunity to select his white and the invariable result is the choice of Wax Model. Its immaculate white color enhanced by its small lavender spear is unusual. The fact that it is tall and early and a fast propagator make it a commercial. It opens 5 florets on a 20 inch flower-head.
- WHITE CHALLENGE** (Arnett-Janes '47) 501  
The soundly attached florets of White Challenge with the pale pink blotches and 8 or more open, make a very imposing spike. It is an excellent keeper. A mid-season variety, of much commercial promise. It is a winner of record.
- WHITE CHRISTMAS** (Fischer '48) 500  
White Christmas is so heavily ruffled that the term corrugated could be more correct. It blooms in early season. Spikes with correctly placed florets reach the ultimate in beauty. It will "pink" under some conditions. Its rate of bulblet production is unknown to me at this writing.





Mr. Fred Stevens, Marathon, N. Y.  
and  
Miss Wisconsin



**WHITE GODDESS (Roberts '48)****500**

A ruffled white with a small cream throat area that can attain superlative rank. White Goddess produces its very large florets of 5½" size, on good spikes, in relatively early season. It grows well from bulblets. It is a very fine variety.

**WHITE MAGIC (Kuhn '47)****500**

White Magic started its career with important wins in Michigan. It is a clear heavily ruffled white of beauty. It opens five 5½" florets at one time.

**YANKEE LASS (Schenetsky-Milo '46)****440**

Tall stately Yankee Lass with its fine pink color and tiny deeper blotch, with its 8 open florets invariably attracts the visitor. It is a fine exhibition variety.

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## HOME GARDENERS      QUANTITY PRICES

### PER 100 BULBS

	L	Med.
Badger Beauty, midseason, medium, lavender .....	\$ .....	\$ 4.00
Black Diamond, midseason, medium, black red .....	.....	4.00
Bonnie Jeane, midseason, large, cream white .....	6.00	5.00
Burma, early, large, rose red .....	8.00	7.00
Color Marvel, extra early, medium, blend .....	30.00	24.00
Dieppe, midseason, large, salmon-scarlet .....	15.00	12.00
Eliz. the Queen, early, large, lavender .....	9.00	7.00
Firebrand, early, medium, red .....	6.00	5.00
Lady Luck, midseason, large, pastel pink .....	5.00	4.00
Lavender Prince, early, large, deep lavender .....	.....	12.00
Leading Lady, midseason, giant, cream white .....	8.00	6.00
Mt. Index, early, large, white .....	9.00	7.00
Pink Charm, early, medium, pink .....	30.00	22.00
Pioneer, midseason, giant, salmon .....	15.00	9.00
Spotlight, mid-early, medium, deep yellow .....	10.00	8.00
Susannah, early, medium, pure pink .....	6.00	5.00
Van Gold, early, medium, deep yellow .....	5.00	4.00
Variation, early, medium, pure pink .....	5.00	4.00

25 bulbs at ¼ the 100 rate

### COLLECTION

**A. Unlabeled, 100 large bulbs \$6.00.** This collection will be made up of 20 or more varieties of recent introduction, or current listing.

**B. Unlabeled, 100 medium bulbs \$4.00.** Same varieties as noted above.



# RETAIL PRICE LIST

Ten bulbs at 8 times the single price; 100 bulbs at 8 times the 10 price

	PER EACH BULB			BULBLETS		
	L	M	S	1	10	100
Abigal .....	\$ 1.00	\$ .75	\$ .50	\$ .15	\$ 1.00	\$ 8.00
Astrid .....	.75	.50	.35	.10	.75	6.00
Badger Beauty .....	....	.08	.05	....	.10	.80
Beauty's Blush .....	.50	.35	.25	....	.25	2.00
Birch Red .....	2.00	1.25	.75	.15	1.00	8.00
Black Diamond .....	.15	.10	.05	....	.15	1.20
Blue Bonnet .....	3.00	2.00	....	.40	3.00	24.00
Blue Ice .....	3.50	2.25	1.50	.30	2.40	19.00
Blue Lagoon .....	1.50	1.00	.75	.15	1.00	8.00
Boise Belle .....	2.50	2.00	1.00	.25	2.00	15.00
Bonnie Jeane .....	.10	.07	.05	....	.10	.80
Burma .....	.15	.12	.10	....	.15	1.20
Color Marvel .....	.50	.35	.25	.10	.50	4.00
Connecticut Yankee .....	1.00	.75	.50	.15	1.00	8.00
Daisy Mae .....	.35	.20	.12	....	.35	2.80
Deborah Sampson .....	1.50	1.00	.65	.15	1.25	10.00
Dieppe .....	.25	.15	.10	....	.25	2.00
Donella .....	.50	.35	.25	....	.50	4.00
Dream Girl .....	1.00	.75	.50	.12	1.00	8.00
Elaine .....	4.00	3.50	3.00	....	....	....
Eliz. the Queen .....	.15	.10	.05	....	.15	1.20
Evangeline .....	(\$5.00 for any size, with 12 bulblets \$10.00)					
Fabulous .....	1.00	.75	.50	.15	1.00	8.00
Firebrand .....	.10	.08	.05	....	.10	.80
Florence Nightingale .....	1.00	.75	.50	.15	1.00	8.00
Fuchsia Queen .....	.50	.40	.30	....	.50	4.00
Gold Medal .....	2.50	2.00	1.50	.30	2.50	20.00
Golden Arrow .....	1.00	.75	.50	.15	1.00	8.00
Golden Beauty .....	2.00	1.50	1.00	.25	2.00	16.00
Golden Dragon .....	2.00	1.50	1.25	.15	1.25	10.00
Hearts Desire .....	2.00	1.75	1.50	.25	2.00	16.00
Hiawatha .....	3.00	2.00	1.00	.40	3.00	24.00
Hiho .....	2.00	1.50	1.00	.25	2.00	16.00
Huntress .....	.40	.30	.20	....	.40	3.20
Intruder .....	.75	.50	.35	.10	.75	6.00
June Day .....	1.00	.60	.40	.12	1.00	7.00
Kelsey .....	.75	.50	.25	.10	.60	4.80
Klondike .....	1.50	1.00	.75	.12	1.00	8.00
La Belle .....	4.00	3.00	2.00	.50	4.00	32.00
Lady Anne .....	....	.45	.30	.10	.60	4.80
Lady Luck .....	.15	.10	.05	....	.15	1.20
Lady Wayne .....	2.00	1.50	1.00	.25	2.00	16.00
Lancaster .....	.35	.25	.20	....	.35	2.80
Lavender Prince .....	.25	.15	.10	....	.25	2.00
Leading Lady .....	.15	.10	.05	....	.15	1.20
Lucky .....	.75	.50	.25	.10	.75	6.00
Marion Pearl .....	.50	.40	.30	....	.50	4.00
Mauvie Rose .....	2.00	1.50	1.00	.25	2.00	16.00
Minstrel .....	.50	.40	.30	....	.50	4.00
Miss Chicago .....	5.00	4.00	3.00	....	....	....
Miss Wisconsin .....	.35	.25	.15	....	.35	2.80
Morning Star .....	4.00	....	....	....	....	....
Myrna Fay .....	1.00	.75	.50	.15	1.00	8.00
Mt. Index .....	.15	.10	.08	....	.15	1.20
October Sunshine .....	1.00	.75	.50	.15	1.00	8.00
Orange Gold .....	.25	.15	.10	....	.25	2.00
Oriental Pearl .....	.50	.40	.30	.10	1.00	5.00
Patrician .....	6.00	4.50	3.00	.50	4.00	32.00
Personality .....	1.00	.60	.40	....	.50	4.00
Phantom Beauty .....	4.00	3.00	2.00	.50	4.00	32.00
Pink Charm .....	.50	.35	.25	....	.50	4.00
Pioneer .....	.25	.15	.10	....	.25	2.00
Queen Charlotte .....	3.00	3.00	2.50	.40	3.00	....
Red Cherry .....	1.00	.60	.40	.12	1.00	7.00
Red Rascal .....	1.50	1.00	.50	.20	1.50	12.00



TOTAL \$\_\_\_\_\_







# RETAIL PRICE LIST — (continued)

	PER EACH BULB			BULBLETS		
	L	M	S	1	10	100
Redwing .....	3.00	2.00	1.00	.30	2.50	20.00
Mrs. R. G. Errey .....	1.50	1.00	.50	.15	1.00	8.00
Reliant .....	1.50	1.00	.50	.20	1.50	12.00
Ruby Red .....	.45	.30	.15	.10	.45	3.60
Siboney .....	....	1.75	1.25	.25	2.00	16.00
Silver Court .....	2.00	1.50	1.00	.25	2.00	16.00
Silver Wings .....	.25	.15	.10	....	.25	2.00
Sioux City Sue .....	2.00	1.00	.50	.25	2.00	16.00
Spic & Span .....	1.75	1.50	1.25	.20	1.25	10.00
Spellbound .....	1.50	1.00	.50	.20	1.50	12.00
Spotlight .....	.20	.12	.08	....	.20	1.60
Spun Gold .....	.75	.50	.25	.10	.75	6.00
Stephanie .....	2.00	1.50	1.00	.50	2.00	16.00
Summer Gal .....	1.50	1.00	.50	.20	1.50	12.00
Sun Spot .....	1.00	.60	.40	.12	1.00	7.00
Susannah .....	.15	.10	.05	....	.15	1.20
Tahlehneka .....	.15	.10	.08	....	.15	1.20
Tarawa .....	.75	.60	.40	.10	.75	6.00
Texas .....	.75	.60	.45	.10	.75	6.00
Tivoli .....	1.50	1.00	.50	.20	1.50	12.00
Topflite .....	3.00	2.00	1.00	....	....	....
Tralee .....	2.00	1.50	1.00	.25	2.00	16.00
Treasure Island .....	1.50	1.25	.75	.20	1.50	12.00
Trocadero .....	1.25	1.00	.50	.15	1.25	10.00
Trojan .....	1.50	1.00	.75	.12	1.00	8.00
Truelove .....	.25	.15	.10	....	.25	2.00
Van Gold .....	.15	.10	.05	....	.15	1.20
Variation .....	.15	.10	.05	....	.15	1.20
Venida .....	2.00	1.50	1.00	.25	2.00	16.00
Wax Model .....	1.00	.75	.50	.10	1.00	8.00
White Challenge .....	3.50	2.50	1.50	.45	3.50	28.00
White Cristmas .....	1.50	1.00	.75	.15	....	....
White Goddess .....	1.50	1.00	.60	.15	1.20	8.00
White Magic .....	....	3.00	2.00	.50	4.00	32.00
Yankee Lass .....	2.50	1.50	1.00	.25	2.00	16.00
Zelladee .....	.35	.25	.15	....	.35	2.80



C. W. BROWN PRINTING CO.  
OCONOMOWOC, WIS.